

Notice of Allowability

Application No.

09/780,469

Examiner

JAGDISH PATEL

Applicant(s)

SOLOMON, AMIAD

Art Unit

3693

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address--

All claims being allowable, PROSECUTION ON THE MERITS IS (OR REMAINS) CLOSED in this application. If not included herewith (or previously mailed), a Notice of Allowance (PTOL-85) or other appropriate communication will be mailed in due course. **THIS NOTICE OF ALLOWABILITY IS NOT A GRANT OF PATENT RIGHTS.** This application is subject to withdrawal from issue at the initiative of the Office or upon petition by the applicant. See 37 CFR 1.313 and MPEP 1308.

1. ☒ This communication is responsive to amendment filed 5/29/07.
2. ☒ The allowed claim(s) is/are 4-6.
3. ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☐ All b) ☐ Some* c) ☐ None of the:
1. ☐ Certified copies of the priority documents have been received.
2. ☐ Certified copies of the priority documents have been received in Application No. _____.
3. ☐ Copies of the certified copies of the priority documents have been received in this national stage application from the International Bureau (PCT Rule 17.2(a)).

* Certified copies not received: _____.

Applicant has THREE MONTHS FROM THE "MAILING DATE" of this communication to file a reply complying with the requirements noted below. Failure to timely comply will result in ABANDONMENT of this application.

THIS THREE-MONTH PERIOD IS NOT EXTENDABLE.

4. ☐ A SUBSTITUTE OATH OR DECLARATION must be submitted. Note the attached EXAMINER'S AMENDMENT or NOTICE OF INFORMAL PATENT APPLICATION (PTO-152) which gives reason(s) why the oath or declaration is deficient.
5. ☐ CORRECTED DRAWINGS (as "replacement sheets") must be submitted.
- (a) ☐ including changes required by the Notice of Draftsperson's Patent Drawing Review (PTO-948) attached
- 1) ☐ hereto or 2) ☐ to Paper No./Mail Date _____.
- (b) ☐ including changes required by the attached Examiner's Amendment / Comment or in the Office action of Paper No./Mail Date _____.
- Identifying indicia such as the application number (see 37 CFR 1.84(c)) should be written on the drawings in the front (not the back) of each sheet. Replacement sheet(s) should be labeled as such in the header according to 37 CFR 1.121(d).
6. ☐ DEPOSIT OF and/or INFORMATION about the deposit of BIOLOGICAL MATERIAL must be submitted. Note the attached Examiner's comment regarding REQUIREMENT FOR THE DEPOSIT OF BIOLOGICAL MATERIAL.

Attachment(s)

1. ☒ Notice of References Cited (PTO-892)
2. ☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)
3. ☐ Information Disclosure Statements (PTO/SB/08), Paper No./Mail Date _____
4. ☐ Examiner's Comment Regarding Requirement for Deposit of Biological Material
5. ☐ Notice of Informal Patent Application
6. ☐ Interview Summary (PTO-413), Paper No./Mail Date _____
7. ☐ Examiner's Amendment/Comment
8. ☒ Examiner's Statement of Reasons for Allowance
9. ☐ Other _____

DETAILED ACTION

1. This communication is in response to amendment filed 5/29/07.

Response to Amendment

2. Claim 4 has been amended per request.
3. Claims 4-6 are pending and have been allowed.

Reasons for Allowance

4. The following is an examiner's statement of reasons for allowance:

The claimed inventions pertain to a method of facilitating a transaction between a buyer and a seller using a computer connected to a network.

The following prior art references have been deemed most relevant and closest to the allowed claim(s):

Peckover (US 6119101) teaches electronic commerce between consumers (buyers) and providers (sellers), each consumer and provider having their respective consumer personal agent and a provider personal agent in a virtual market place. (See Figure 1.) The consumer personal agents create decision agents that shop for products and assist consumers in comparing and ranking products. The Provider personal agents create demand agents that quantify demand and target specific consumers without learning the identity of the consumers.

Shear et al. (US 6112181) (Hereafter "Shear") teaches an electronic matchmaker that matches or classifies people and things by getting information about people and things by using automated, computerized processes. Those processes use a special kind of information known as rights management information. Rights management information may include electronic rules and/or their consequences. The electronic matchmaker gets information about a person by using a computerized questionnaire wherein the person indicates her likings and interests using her computer. The matchmaker then looks at the person's computer history records and uses them to match the person with the kind of things she is or may be interested in. For example, the electronic matchmaker can let an electronic publisher or other provider or information gatherer (e.g., market survey conductor, etc.) know that the person is interested in team sports,

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geology and sports utility vehicles with or without more revealing detail--as managed by her choices and/or rights management rules and controls executing in her computer's protected processing environment. The provider sends information to the person automatically or at her request--about other, related things that she may be interested in.

Peckover or Shear discussed above as the closet prior art on record fail to teach or suggest as obvious to one of ordinary skill in the art invention as claimed per claims 4-6. The claims recite a novel feature in that a computer searches (web)sites on a network for want ads from buyers, the computer searches (web)sites on the network for sell ads from sellers, and the computer then matches up (at least one of) the want ads with (at least one of) the sell ads and notifies the associated buyer who posted the want ad that a sell ad has matched to the buyer's want ad.

Any comments considered necessary by applicant must be submitted no later than the payment of the issue fee and, to avoid processing delays, should preferably accompany the issue fee. Such submissions should be clearly labeled "Comments on Statement of Reasons for Allowance."

Conclusion

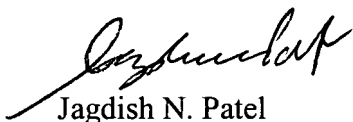
5. Any inquiry concerning this communication or earlier communications from the examiner should be directed to JAGDISH PATEL whose telephone number is (571) 272-6748.

The examiner can normally be reached on **800AM-630PM Mon-Tue and Thu.**

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, **KRAMER JAMES A** can be reached on **(571) 272-6783**. The fax phone number for the organization where this application or proceeding is assigned is 517-273-8300.

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Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free).



Jagdish N. Patel

(Primary Examiner, AU 3693)

7/2/07